

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-59 (GP-064-07-US)

Applicant: Nelson MINAR

Serial No.: 10/750,361

Filing Date: December 31, 2003

Title: EMBEDDING ADVERTISEMENTS IN SYNDICATED CONTENT

Examiner: Not yet assigned

Group Art Unit: 2171

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

SIR:

Information Disclosure Statement Transmittal

The applicant respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicant reserves the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicant assumes that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due. If, however, an

Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: July 29, 2005

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479

(732) 542-9070

STRAUB & POKOTYLO 620 Tinton Avenue Bldg. B, 2nd Floor Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on July 29, 2005 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria. VA 22313-1450.

John C. Pokotylo

36,242 Reg. No.

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					Examiner Name:	Not yet assigned	
	Sheet	1	of	1	Attorney Docket No.:	Google-59 (GP-064-07-US)	

		OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS	
xaminer nitials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T
	AB	"RSS Advertising," downloaded from http://www.kottke.org/02/10/rss-advertising (October 9, 2002) 7 pgs.	
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Signature	Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

I Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.